

# Mike McCarty

## designer & developer

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## Work Experience

### Lead UI Designer

*Liquidus Marketing, 372 West Ontario, Chicago, Illinois.  
3/2007-present.*

Duties include:

- Web and user experience design including for proprietary applications, dynamic advertising solutions and e-commerce
- Information architecture, including use cases, wireframes and user flow diagrams for Web sites, online media units and applications
- User interface development, including HTML, CSS, Javascript and Actionscript, as well as back-end and database integration using VB.NET and SQL
- Video On Demand digital television platform design within system and broadcast-safe constraints
- Branding and art direction for new products and initiatives
- Email, print collateral and tradeshow display design

### Graphic Designer

*The Simons Group, 303 East Wacker, Suite 1109, Chicago, Illinois.  
7/2005-3/2007.*

Duties include:

- Web site design and front-end development using HTML, CSS and Javascript
- E-newsletter design, development and distribution
- Newsletter design and layout
- Design of advertisements, brochures, sell sheets and other print collateral
- Obtaining printer quotes and determining print specifications
- Working directly with clients; maintaining client relationships

### Graphic Designer (Senior Designer as of 1/2005)

*Ann Arbor Observer, 201 Catherine, Ann Arbor, Michigan.  
7/2002-7/2005.*

Duties include:

- Editorial design and layout, keylining, pre-flighting and collection for press
- Advertisement design and prepress
- Photo color correction for print and the magazine's website
- Website graphic maintenance and updating
- Website design of new companion site
- Design and updating of various promotional collateral

## Education

University of Michigan, Ann Arbor, Michigan.  
BFA in Graphic Design. 9/1998-4/2002.  
Cumulative GPA 3.6

### Honors & Awards

Graduated magna cum laude  
Dean's List five of eight semesters  
Class Honors, 3/2000

## Skill Sets

- Web and user interface design, with a focus on usability and user experience
- Information architecture, including use cases, wireframes and user flow diagrams
- Front-end development, including semantic HTML, CSS and Javascript, including frameworks and libraries such as jQuery and MooTools
- Back-end development and integration using VB.NET or PHP and SQL
- Graphics and Web design application expertise including Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Quark, and other FTP, imaging, audio and video editing software
- Flash design and development, including familiarity with Actionscript 2 and 3
- Product and branding development and management
- Strong working knowledge of both Mac and PC platforms

## References

Available upon request.